**Sustainable Energy Utility Advisory Board (SEUAB)**

**Workforce development (WFD) Committee Meeting**

**Wednesday, January 31, 2024**

**10:00 AM – 11:00 AM**

# Roll Call/Instructions

Roll call was taken at 10:03 AM and the following people were in attendance:

# Board Members

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **In Attendance?** | **FY 2024 Special Meetings**  **Attendance Record** | **FY 2024 Committee Meetings Attendance Record** | **FY 2024 Regular Meetings**  **Attendance Record** |
| Pending - Board Chair (Mayor’s Designee) | N/A | N/A | N/A | N/A |
| Mansi Talwar (Councilmember Allen) | No | 1/1 | 1/2 | 3/4 |
| Sandra Mattavous-Frye (or OPC proxy) | Yes | 1/1 | 2/2 | 3/4 |
| Danielle Gurkin (PSC) | No | 0/1 | 0/2 | 2/4 |
| Pending - (Electric Company) | N/A | N/A | N/A | N/A |
| Eric Jones (Building Management) | Yes | 0/1 | 2/2 | 4/4 |
| Nina Dodge (Environment) | No | 1/1 | 0/2 | 4/4 |
| Jamal Lewis (Low-Income Community) | No | 1/1 | 0/2 | 4/4 |
| Jaleel Shujath (Economic Development) | Yes | 1/1 | 2/2 | 4/4 |
| Sasha Srivastava (Renewable Energy) | No | 1/1 | 1/2 | 4/4 |
| Giuls Kunkel (Building Construction) | Yes | 1/1 | 2/2 | 2/4 |
| Dr. Larry Martin – Vice Chair (Council Chairperson Mendelson) | No | 1/1 | 1/2 | 4/4 |
| Pending – (Gas Utility) | N/A | N/A | N/A | N/A |

# Other Attendees: Crystal McDonald (DCSEU), Jahmai Sharp (DCSEU), Tamara Christopher (DCSEU), Solome Girma (DCSEU), Ernest Jolly (DCSEU), Jennifer Johnston (DOEE), Dr. Lance Loncke (DOEE), Hussain Karim (DOEE), Dr. Yohannes Mariam (OPC), Kintéshia Scott (OPC)

# DCSEU Workforce Development Board Discussion

* Jaleel Shujath opened the meeting by sharing the purpose of the Workforce Development (WFD) Committee -> better understand the DCSEU’s role in takes in workforce development in the District and surrounding areas within its purview.
* Crystal McDonald (DCSEU) shared details on the DCSEU’s marketing and coordination efforts:
  + *Below is a list of articles, backlinks, earned media, case studies, newsletters, and promotional eblast that we have done for WFD and Train Green. We do not currently do traditional advertisement (paid ads in newspapers, online publications, TV, and radio) for the WFD Program or Train Green specifically. We leverage our owned media streams, earned media relationships, and partners to expand our reach for the two programs to gain more awareness and conversions. This list is by no means exhaustive, but it captures advertising and coordination activities at a very high level. Visuals provided upon request.*
  + *Articles, External Case Studies, Backlinks, & Earned Media:*
    - *The US DOE Better Buildings Workforce Accelerator Case Study -*[*DCSU: Workforce Development Program | Better Buildings Initiative (energy.gov)*](https://betterbuildingssolutioncenter.energy.gov/resources/dcsu-workforce-development-program)*- Jan 2024*
    - *DC Green Bank Spotlight -* [*DCSEU Workforce Development Spotlight – DC Green Bank*](https://dcgreenbank.com/learning/dcseu-workforce-development-spotlight/)*- August 2023*
    - *Washington Informer -* [*DCSEU Program Connects Job Seekers to Green Industry - The Washington Informer*](https://www.washingtoninformer.com/dcseu-program-connects-job-seekers-to-green-industry/)*- March 2023*
    - *The Optimized Workplace Podcast, Crystal McDonald Interview -* [*How We Can Create Healthier Buildings with Crystal McDonald - YouTube*](https://www.youtube.com/watch?v=GGQnhZ3X9SI)*- Jan 2023*
    - *⁠The District of Columbia Small Business Development Center Train Green CEM Spotlight -* [*Train Green: Free On-Demand Certified Energy Manager Course – DC SBDC – Small Business Development Center*](https://dcsbdc.org/train-green-free-on-demand-certified-energy-manager-course/)*-*
    - *CNHED Train Green Web Spotlight - CNHED Supported Train Green with a web page describing the program and linking users to the DCSEU registration page - 2021-2022*
    - *Yale Climate Connections Richard Quaofio Interview -* [*A career in energy efficiency could be one man's path to financial security » Yale Climate Connections*](https://yaleclimateconnections.org/2019/06/a-career-in-energy-efficiency-could-be-one-mans-path-to-financial-security/)*- June 2019*
  + *Newsletters & Promotional Eblasts:*
    - ***Train Green Instructor RFP Announcement & Heat Pump Training Promotion Eblasts****- November 2023 - 2 eblasts to over 900 recipients total via DCSEU Trade Ally Email Subscriber List*
    - ***DCSEU Energy Saver Newsletter - Workforce Development Program Case Study Feature*** *- October 2023 - Sent to over 9,000 recipients via DCSEU Energy Saver Email Subscriber List*
    - ***Train Green Summer Courses Promotional Eblast****- August 2023 - Sent to over 550 recipients via DCSEU Trade Ally Email Subscriber List*
    - *⁠****DCSEU Energy Saver Newsletter -Train Green General Promotion****- August 2023 - Sent to over 9,000 recipients via DCSEU Energy Saver Email Subscriber List*
    - ***DCSEU Trade Ally Newsletter - Train Green Courses Feature****- July 2023 - Sent to over 500 recipients via DCSEU Trade Ally Email Subscriber List*
    - ***Train Green New Courses Promotional Eblast****- July 2023 - Sent to over 500 recipients via DCSEU Trade Ally Email Subscriber List*
    - *⁠****DCSEU Energy Saver Newsletter - Trian Green General Promotion & Workforce Development Program Graduation Acknowledgment*** *- June 2023 - Sent to over 9,000 recipients via DCSEU Energy Saver Email Subscriber List*
    - ***Train Green New Courses Promotional Eblast****- May 2023 - Sent to over 500 recipients via DCSEU Trade Ally Email Subscriber List*
    - *⁠****DCSEU Energy Saver Newsletter - Workforce Development Program Washington Informer Feature and General Train Green Promotion****- April 2023 - Sent to over 9,000 recipients via DCSEU Energy Saver Email Subscriber List*
    - ***Train Green First FY23 Courses Available Eblast Promotion****- March 2023 - Sent to over 500 recipients via DCSEU Trade Ally Email Subscriber List*
    - ***Train Green Participant Info Session & "How to Train Green" Promotional Eblast*** *- February 2023 - Sent to over 500 recipients via DCSEU Trade Ally Email Subscriber List*
    - ***⁠DCSEU Energy Saver Newsletter - Workforce Development Program Kick Off Announcement and The Optimized Workplace Podcast Feature*** *- February 2023 - Sent to over 9,000 recipients via DCSEU Energy Saver Email Subscriber List*
  + *Details on coordination with DOEE led programs (working with Laura Miller/DCIA and/or Julie Lawson/UDC)*
    - *Department of Human Service (DHS) – Presented alongside Laura and Julie at DOEE to SNAP/TANF service providers meeting hosted by DHS. The program they presented on worked with IBEW and did not immediately present any collaboration opportunities, but we have not met with them outside of that presentation.*
  + *Adding other meetings with other DC agencies*
    - *Department of Employment Services (DOES) and* *DC Infrastructure Academy (DCIA)– Met with Operations, Innovation and Partnerships and team. Presented DCSEU programs and collaborative opportunities in FY24.*
    - *Department of Small and Local Business Development (DSLBD) – Presented and tabled at multiple CBE focused events, usually twice per year. Maintain close contact for strategy and communications purposes, DSLBD helps with outreach to CBEs for Train Green.*
    - *Office of People’s Council (OPC) – Tabled at multiple Energy Efficiency Day events, WFD and job fairs*
    - *Department of Aging and Community Living (DACL) – Tabled at multiple events*
    - *Mayor’s Office of Community Affairs – Held introductory meeting*
    - *Mayor's Office on Returning Citizen Affairs (MORCA) – Held introductory meeting*
    - *Mayor’s Office on Latino Affairs (MOLA) – Substantive talks about engaging Districts Latin community, but backed off due to lack of capacity*
    - *Office of the Deputy Mayor for Operations and Infrastructure (DMOI)- Presented at Green Jobs Summit*
* Jaleel Shujath thanked Crystal and the DCSEU team for their great work in the workforce development space. Jaleel shared that he would like to see stronger coordination with DOES, DCIA, and UDC. Jaleel asked:
  + What is coordination with DCIA? DCIA speaks directly to the audience for Train Green and the externship program. How can the DCSEU leverage the continuity (Train Green -> DCIA-> pre-apprenticeship -> apprenticeship -> etc.) with other programs?
* Jaleel Shujath recommended the District create a web page that lists all the workforce opportunities in Washington, D.C. in a single location.
* Director Ernest Jolly (DCSEU) highlighted that the DCSEU defines success as moving people through the process (workforce development opportunities) in a way that the participants gain employment and keep employment.
* Eric Jones asked:
  + What are the long-term plans and strategies for coordinating with DCIA, DOES, DSLBD, and other organizations to ensure the participants are not only getting base level training, but can become apprentices, journey persons, etc.?
* Crystal McDonald (DCSEU) mentioned that the DCSEU has a very small budget, so the team leverages every opportunity to build upon current and new relationships. Crystal also shared that creating and establishing relationships takes time. Crystal thanked Eric for the connection with the Workforce Investment Council (WIC).
* Eric Jones shared that the DCSEU’s next steps are not necessarily creating an apprenticeship style program but making sure that the training provided meets the minimum requirements for pre-apprenticeship, apprenticeship, or journeyperson programs.
* Crystal McDonald (DCSEU) shared that the DCSEU’s goal is to have training opportunities that meet program requirements.
* Jaleel Shujath highlighted UDC’s electrical and building trades programs that could create a pool of students for Trian Green, DCIA, or other District programs.
* Crystal McDonald (DCSEU) requested Jaleel share his contacts at UDC to assist with coordination.
* Eric Jones shared that there are several public and charter schools in the District that have Career and Technical Education (CTE) programs. Eric asked:
  + Has the DCSEU considered working with the CTE programs at Cardoza, Dunbar, Anacostia, etc. to show students an option to work in the green economy?
* Crystal McDonald (DCSEU) shared that working with k-12 students is a FY24 goal and asked if Eric could share his school contact to begin building those bridges.

# Follow Up Items

* Jaleel Shujath will share UDC contacts with Crystal McDonald (DCSEU).
* Eric Jones will share CTE k-12 program contacts with Crystal McDonald (DCSEU).

# Adjournment

* Jaleel Shujath adjourned the meeting at 10:39 AM.

# Acronyms used during this meeting

* AHRA - Affordable Housing Retrofit Accelerator
* ATO - Authorization to Operate
* BSA - Bill Stabilization Adjustment
* CAEA - Clean and Affordable Energy Act of 2008
* CEM - Certified Energy Manager
* CREF - Clean Renewable Energy Facility
* DCIA - DC Infrastructure Academy
* DCSEU - District of Columbia Sustainability Energy Utility
* DER - Distributed Energy Resource
* DOB – Department of Buildings
* DOEE - Department of Energy and Environment
* DOES - Department of Employment Services
* DSLBD - DC Department of Small & Local Business Development
* EEDR – Energy Efficiency and Demand Response
* MOTA – Mayor's Office of Talent and Appointments
* OPC - Office of the People’s Counsel
* PSC - Public Service Commission
* RFP – Request for Proposals
* SBCT - Societal Benefit Cost Test
* SEICBP - Sustainable Energy Infrastructure Capacity Building and Pipeline Program
* SETF - Sustainable Energy Trust Fund
* VPP - Virtual Power Plant
* WGL – Washington Gas Light

*Minutes prepared by Jennifer Johnston, DOEE*